



New K-Beauty concept coming to Bergen Town Center

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Paramus, NJ According to Urban Edge Properties (NYSE:UE), a new K-Beauty concept is coming to Bergen Town Center. K-Beauty Ave, the first K-Beauty specialty store, will launch a K-Beauty kiosk on December 19, 2024, focusing on brand showcases just in time for the holiday season, before opening an additional store in March 2025.

“With the explosion of interest in beauty for all ages – especially in the K-Beauty sector – this is an ideal new concept to join the line-up at Bergen Town Center,” said Patricia Zafferese, vice president of specialty leasing. “With the holidays upon us, we are especially pleased to be able to preview the store and its brands with the kiosk opening this month.”

This initiative is led by NFBS, National Federal Beauty Suppliers association president Wonhyoung Cho and vice president Su Jung Oh. By leveraging their market expertise, these first-generation owners aim to enhance in-store K-Beauty sections and establish standalone specialty stores. Additional store locations in Manhattan and other areas are in progress, with unique designs reflecting K-Beauty’s innovative image.

This movement gained momentum from the TirTir brand pop-up in Soho, recommended by New York Beauty Supply Association President Yonghwan Park. TirTir will be the first showcase brand for K-Beauty Ave’s kiosk, highlighting efforts to expand K-Beauty’s local footprint.

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